

**REMARKS**

In the November 15, 2007 Office Action, the examiner noted that claims 1-17 and 19 were pending in the application. Claims 1 and 19 have been amended herein; new claim 21 has been added herein; and thus, claims 1-17, 19 and 21 are pending for consideration which is respectfully requested. A Request for Continued Examination is submitted herewith. Support for the amendments herein can be found, for example, on page 29, line 21 to page 30, line 15, in the Specification as filed. No new matter has been added.

**Rejection under 35 U.S.C. § 102(b)**

On page 2, item 3, the Office Action rejected claims 1, 3 and 5-12 under 35 U.S.C. § 102(b) as being anticipated by Non-Patent Literature titled "Recommend-it.com: Spread the Word!!" (hereinafter Recommend-it.com). This rejection is respectfully traversed.

In a non-limiting example, claim 1 as amended recites "a state information notifying part notifying the introduction destination system of state information representing a state of the introduction target system or a user thereof" (lines 17-19). As shown, claim 1 includes the feature that the introduction destination system is notified of state information of the introduction target system. Applicants submit that Recommend-It.com does not contemplate nor describe such a feature.

In Applicants response filed April 14, 2008, Applicants asserted that Recommend-it.com did not itself register a second user on a user list. In response, the Advisory Action mailed May 9, 2008 stated that Recommend-it.com keeps or maintains a list of all e-mail recipients in order for the user to receive advertisements or promotions from Recommend-it.com. Even assuming *arguendo* that the second user corresponds to the "introduction target" as described in claim 1, Recommend-it.com does not describe receiving update information regarding the state of the target system from the target system (i.e. the second user). For example, as described in the present application on page 29, line 32 to page 30, line 4, update information representing that the registration action of the introduction destination system having received introduction is effective is generated (e.g. that user entry information of the introduction target system is registered to a buddy list, and a state display and the like are conducted). In contrast, Recommend-It.com merely maintains a list of all e-mail recipients (i.e. second users) but does not receive information regarding the state of the second user from the second user. For example, Recommend-it.com does not receive information directly from the second user indicating that an advertisement or promotion sent to the second user is effective.

Accordingly, Applicants submit that Recommend-it.com fails to either explicitly or implicitly describe "a state information notifying part notifying the introduction destination system of state information representing a state of the introduction target system or a user thereof" as recited by claim 1. Therefore, claim 1 patentably distinguishes over the cited art.

Dependent claims 3, 5-13 inherit the patentable recitations of their base claim, and therefore, patentably distinguish over the cited art for the reasons discussed above in addition to the additional features recited therein.

In view of the above, Applicants respectfully request the rejection be withdrawn.

### **Rejection under 35 U.S.C. § 103(a)**

On page 4, item 4, the Office Action rejected claims 2, 4, 14-17 and 19 as being unpatentable over Recommend-it.com in view of Official Notice. This rejection is respectfully traversed.

Applicants respectfully traverse the Office Action's taking Official Notice for claims 2, 4, 14-17 and 19. The Office Action takes Official Notice and stated that particular respective features of claims 2, 4, 14-17 and 19 are obvious. Applicants submit that these features are not of notorious character or capable of instant and unquestionable demonstration as being well-known. No evidence is provided to support the Office Action's assertion, and thus, it appears that the rejection, at least in part, is based on personal knowledge. Thus, Applicants call upon the Examiner to support such an assertion with an affidavit, provide evidence, or withdraw the rejection.

In addition, Applicants submit that the Office Action's taking of Official Notice fails to cure the deficiencies of Recommend-it.com as described above. Accordingly, claims 2, 4 and 14-17 inherit the patentable recitations of claim 1, from which they depend, and therefore, patentably distinguish over the cited art.

Independent claim 19 recites "the introduction target system... notifying the introduction destination system of state information representing a state of the introduction target system or a user thereof." As described above, Recommend-it.com fails to describe notifying the introduction destination system of state information representing a state of the introduction target system, and accordingly, claim 19 patentably distinguishes over the cited art.

In view of the above, Applicants respectfully request the rejection be withdrawn.

**New Claim**

New claim 21 recites "an introduced update information notifying part periodically notifying the introduction target system of introduced update information representing that the registration of the user entry information of the introduction target system in the registering part is effective." Applicants submit that the cited art fails to describe at least "introduced update information notifying part **periodically notifying** the introduction target system of introduced update information representing that the registration of the user entry information... is effective" (emphasis added). Accordingly, Applicants submit that claim 21 patentably distinguishes over the cited art.

**Conclusion**

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

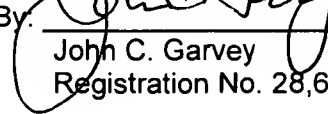
Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.

If there are any additional fees or credits associated with filing of this response, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

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